



اَوْنِبُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 530: PRINCIPLES OF ENTREPRENEURSHIP
(SOCIAL MEDIA)

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EXECUTIVE SUMMARY

DESCRIPTION OF THE BUSINESS

Sweetz Bombolicious is a company that was established to provide quality food and delivery services to all people especially during COVID 19 pandemic. This business plans to offer good quality products at a competitive and affordable price. This business is based on sole proprietorship. Sweetz Bombolicious also provides delivery service to customer and offers a pre-order service through Facebook and WhatsApps. I also offered for a reservation for the small event such as birthday party for my customer nearby my area as we are still in Movement Control Order (MCO)

TARGET MARKET

Sweetz Bombolicious is a company which focuses on produce a new generation of foods. Our target market would be all ages and also people that living in my area. Given the gender most our customers are female because they really like sweet things. Other than that, our target also is to produce a new idea and many flavour and fillings of bomboloni. As we know doughnut being a favourite food to Malaysian people as their desserts. We provide five flavour of bomboloni which means the customer can choose their own flavours. I am using social media platform to advertise my business. As nowadays people are living in a technology era, whereby are living in the world without boundaries. Therefore, my advertisement can be spread easily and much faster.

COMPETITIVE ADVANTAGES

Sweetz Bombolicious is full of uniqueness. To make our dessert different from others, we decided to make it more attractive and interesting, we came out with a concept of which is customer can choose their own bomboloni flavour. This is a good opportunity for a customer because they can taste all the flavours by their own. There are several suppliers that supply raw material to our business such as Hot Oven Bakery Supplies and House of Ingredients.

THE PROFITABILITY

Sweetz Bombolicious profits will be divided only to me as the founder manager and full-time make it cash on delivery (COD) to customer. I will receive 100% of the profit from my business.

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